

**ABSTRACT**

The present invention provides an image processor including a model designation controller for designating a model type of a portable terminal to which an image is be displayed. The image processor also includes a screen format controller for determining at least one screen format among a plurality of screen formats of the designated model, a data capacity and data format of the image. The image processor further includes an image adjuster for adjusting the image, and a transmitter for transmitting the adjusted image to a server to which the portable terminal of a receiving party has access.

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